



**WILLIAM T FUJIOKA**  
Chief Executive Officer

## County of Los Angeles **CHIEF EXECUTIVE OFFICE**

713 KENNETH HAHN HALL OF ADMINISTRATION  
LOS ANGELES, CALIFORNIA 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

September 18, 2007

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**DEPARTMENT OF PUBLIC HEALTH: APPROVAL OF A GRANT AWARD  
WITH LOS ANGELES CARE HEALTH PLAN FOR THE  
TOBACCO CONTROL AND PREVENTION PROGRAM  
(ALL SUPERVISORIAL DISTRICTS)  
(4 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

1. Approve and instruct the Director of the Department of Public Health (DPH), or his designee to accept a grant award in the amount of \$567,050 from the Los Angeles Care Health Plan (L.A. Care) Exhibit I, to support DPH's Tobacco Control and Prevention Program's (TCPP) participation in a Targeted Tobacco Cessation Initiative (TTCI) project, effective October 1, 2007 through September 30, 2008.
2. Delegate authority to the Director of DPH, or his designee, to accept and sign any amendments to L.A. Care's grant that extend the term, rollover unused funds, increase or decrease future funds by an amount not to exceed 25 percent of the base award and/or amend the TTCI project's allocated funds from one category to another, as needed, 100 percent offset with grant funding, subject to review and approval by County Counsel and Chief Executive Office and notification of the Board offices.
3. Approve the Request for Appropriation Adjustment in the amount of \$425,000 for Fiscal Year (FY) 2007-2008. This appropriation adjustment is requested to provide nine months of funding for the TTCI project. There is no net County Cost.

Board of Supervisors  
GLORIA MOLINA  
First District

YVONNE B. BURKE  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Board approval of the recommended action will allow DPH to accept a grant award from L.A. Care to support and expand TCPP's participation in a TTCl project directed towards increasing Medi-Cal and uninsured target population access and utilization to effective smoking cessation treatments.

The proposed project; "Reducing Smoking in the Medi-Cal and Uninsured Populations," will focus on five strategies to increase access and utilization of effective smoking cessation services by Medi-Cal and uninsured populations by: 1) continuing medical education (CME) trainings for L.A. Care and other Medi-Cal providers; 2) developing and distributing a smoking cessation toolkit to all L.A. CARE providers; 3) conducting presentations at Regional Community Advisory Committee healthcare forums and/or meetings; 4) developing and implementing a two-tiered social marketing campaign that targets smokers covered by or eligible for Medi-Cal and L.A. Care members and/or their families; and 5) distributing free nicotine patches in pharmacies located in low-income neighborhoods. The total cost of the proposed project is \$635,800 of which \$567,050 is offset by L.A. Care funding and the remaining amount of \$68,750 will be covered under California Department of Health Services Tobacco Control Section (DHS/TCS) Agreement Award 07-19 previously approved by your Board on June 19, 2007.

In addition, the TTCl project intends to accomplish the following objectives: 1) increase calls to the California Smokers Helpline from Medi-Cal managed care members in Los Angeles County, 2) increase calls to the California Smokers Helpline from uninsured smokers in Los Angeles County, 3) develop and implement a media awareness campaign that informs smokers about the availability of nicotine replacement therapy (NRT) as a covered Medi-Cal benefit and the free California Smokers Help Line, and 4) increase utilization of NRT by Medi-Cal recipients.

### **FISCAL IMPACT/FINANCING**

The total cost of the TTCl project is \$635,800 of which \$567,050 is offset by L.A. Care grant funding and the remaining \$68,750 will be covered by CDHS/TCS funding under Agreement Award 07-19 for Fiscal Years (FY) 2007-2008, 2008-2009, 2009-2010 approved by your Board on June 19, 2007. CDHS/TCS funds will be used to offset various salaries and employee benefits, service and supplies, and contractual costs. L.A. Care funds will be used to offset costs not covered by CDHS/TCS, such as a temporary project coordinator position, nicotine replacement therapies, media placement, and in-person and online CME training.

Approval of the Appropriation Adjustment in the amount of \$425,000 for FY 2007-08 is requested to provide nine months of funding for the TTCl project. There is no net County Cost.

#### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On May 26, 2007, TCPP submitted a proposal to L.A. CARE for "Reducing Smoking in the Medi-Cal and Uninsured Population: A Targeted Tobacco Cessation Initiative" project that would reduce smoking in the Medi-Cal and uninsured populations. Subsequently, TCPP was invited to submit a full application proposal.

On August 6, 2007, DPH received a letter of confirmation from L.A. Care for a grant award in the amount of \$567,050, for the TTCl project to improve access and utilization of effective smoking cessation treatments and target the Medi-Cal and uninsured populations.

On September 19, 2006, the Board approved delegated authority to the Director of DPH to offer and sign two temporary personnel service agreements with Public Health Foundation Enterprises (PHFE) Staffing Solutions and Maxim Staffing Solutions to provide various based temporary personnel services for projects with various terms based on the specific project. PHFE Management Solutions and/or Maxim Staff Solutions are utilized on an alternating basis to support the objectives of the project/program.

TCPP will utilize the temporary personnel services agreement to hire a project coordinator to oversee the development, implementation, and evaluation of CME training, coordination of trainers and development of training materials and smoking cessation toolkits for health care providers and a media consultant to develop key communication messages for the contract term of October 1, through September 30, 2008.

County Counsel has reviewed and approved Exhibit I as to form.

Attachments A, B, and C provide additional information.

#### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

The recommended Board action has no impact on current services. The grant funds will support TCPP efforts to implement a Countywide tobacco cessation initiative project to increase access and utilization of effective smoking cessation treatments to actively target the Medi-Cal and uninsured populations.

Honorable Board of Supervisors  
September 18, 2007  
Page 4

**CONCLUSION**

The Department of Public Health requires four signed copies of the Board's action. It is requested that the Executive Officer, Board of Supervisors, notify the Department of Public Health, Contracts and Grants Division, at (213) 240-8179 when this document is available.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'WTF', followed by a long horizontal line.

WILLIAM T FUJIOKA  
Chief Executive Officer

WTF:SRH:SAS  
DRJ:RM:bjs

Attachments (4)

c: County Counsel  
Director and Health Officer, Department of Public Health

091807\_DPH\_Tobacco

SUMMARY OF AGREEMENT

1. TYPE OF SERVICE:

The Tobacco Control and Prevention Program (TCPP) is working with external partners to implement a countywide tobacco cessation initiative to increase access and utilization of effective smoking cessation treatments.

2. AGENCY ADDRESS AND CONTACT PERSON:

Roland Palencia, Director  
Community Benefit Programs  
L.A. Care Health Plan  
555 West Fifth Street  
Los Angeles, CA 90013

3. TERM OF AGREEMENT:

October 1, 2007 through September 30, 2008.

4. FINANCIAL INFORMATION:

The total cost of the TTCl project is \$635,800 of which \$567,050 is offset by L.A. Care grant funding and the remaining \$68,750 will be covered by CDHS/TCS funding under Agreement Award 07-19 for Fiscal Years (FY) 2007-2008, 2008-2009, 2009-2010 approved by your Board on June 19, 2007. CDHS/TCS funds will be used to offset various salaries and employee benefits, service and supplies, and contractual costs. L.A. Care funds will be used to offset costs not covered by CDHS/TCS, such as a temporary project coordinator position, nicotine replacement therapies, media placement, and in-person and online CME training.

Approval of the Appropriation Adjustment in the amount of \$425,000 for Fiscal Year (FY) 2007-2008 is requested to provide nine months of funding for the TTCl project. There is no net County Cost.

5. GEOGRAPHIC AREA TO BE SERVED:

Countywide.

6. ACCOUNTABLE FOR MONITORING AND EVALUATION:

Linda Aragon, M.P.H., Director  
Tobacco Control and Prevention Program

7. APPROVALS:

Public Health Programs:	John F. Schunhoff, Ph.D., Chief Deputy Director
Contract Administration:	Gary T. Izumi, Division Chief
County Counsel (approval as to form)	Maya Lee, County Counsel

Los Angeles County Chief Administrative Office  
Grant Management Statement for Grants Exceeding \$100,000

Department: Public Health – TOBACCO CONTROL AND PREVENTION PROGRAM

Grant Project Title and Description

Los Angeles Care Health Plan (L.A. Care) – Targeted Tobacco Cessation Initiative (TTCl) project

Funding Agency Los Angeles Care Health Plan (L.A. CARE)	Program (Fed. Grant #/State Bill or Code #)  Grant Number	Grant Acceptance Deadline
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Total Amount of Grant Funding: \$567,050

County Match Requirements N/A

Grant Period: October 1, 2007 – September 30, 2008

Begin Date: 10/01/07

End Date: 09/30/08

Number of Personnel Hired Under this Grant:

Full Time 1 Temporary

Part Time 0

Obligations Imposed on the County When the Grant Expires

Will all personnel hired for this program be informed this is a grant funded program? Yes ☒ No ☐

Will all personnel hired for this program be placed on temporary ("N") items? Yes ☒ No ☐

Is the County obligated to continue this program after the grant expires Yes ☐ No ☒

If the County is not obligated to continue this program after the grant expires, the Department will:

a). Absorb the program cost without reducing other services Yes ☐ No ☒

b). Identify other revenue sources Yes ☐ No ☒

(Describe)

c). Eliminate or reduce, as appropriate, positions/program costs funded by this grant Yes ☒ No ☐

Impact of additional personnel on existing space: N/A

Other requirements not mentioned above: None

Department Head Signature



Date

8-30-07

COUNTY OF LOS ANGELES  
REQUEST FOR APPROPRIATION ADJUSTMENTDEPT'S.  
No. 295

DEPARTMENT OF PUBLIC HEALTH

09/05/07 ~~X19~~

## AUDITOR-CONTROLLER.

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. WILL YOU PLEASE REPORT AS TO ACCOUNTING AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF ADMINISTRATIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

## ADJUSTMENT REQUESTED AND REASONS THEREFOR

Fiscal Year 2007/08

4 Vote

## SOURCES:

Department of Public Health  
A01-PH-91-906A-23450  
Local/grants-Intergovernmental Revenue \$425,000  
Increase Revenue

Total \$425,000

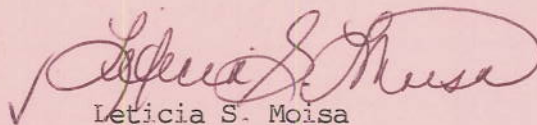
## USES:

Department of Public Health  
A01-PH-2000-23450  
Services & Supplies \$425,000  
Increase Appropriation

\$425,000

## JUSTIFICATION

This appropriation adjustment is requested to provide 9 months of funding for the Targeted Tobacco Cessation Initiative that is directed towards increasing Medi-cal and uninsured populations access and utilization to effective smoking cessation treatments. Funding of \$425,000 will be provided with a Los Angeles Care Health Plan grant award. There is no Net County Cost.



Leticia S. Moisa

DPH, Acting Finance Manager PHS

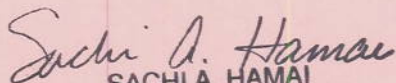
## CHIEF ADMINISTRATIVE OFFICER'S REPORT

ADOPTED

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

25

SEP 18 2007



SACHI A. HAMAI  
EXECUTIVE OFFICER

REFERRED TO THE CHIEF  
ADMINISTRATIVE OFFICER FOR—

ACTION

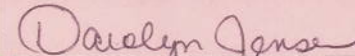
RECOMMENDATION

APPROVED AS REQUESTED

AS REVISED

9/6/07

19




Doreen Jensen

CHIEF ADMINISTRATIVE OFFICER

AUDITOR-CONTROLLER

BY



SEP 6 2007

No. 022

25

SEP 18 2007

APPROVED (AS REVISED):  
BOARD OF SUPERVISORS

19

BY

DEPUTY COUNTY CLERK

SEND 5 COPIES TO THE AUDITOR-CONTROLLER



AUG 06 2007/39  
Exhibit I

August 2, 2007

Jonathan E. Fielding, MD  
Director and Health Officer  
Los Angeles County Department of Public Health  
313 No. Figueroa St., Room 806  
Los Angeles, CA 90012

Dear Dr. Fielding:

I am pleased to inform you that L.A. Care Health Plan will award the Los Angeles County Department of Public Health (LAC DPH) the total amount of \$567,050 for the Targeted Tobacco Cessation Initiative project.

The project will accomplish the following objectives and deliverables.

By the end of year one:

- Increase calls to the California Smokers Helpline from Medi-Cal managed care members in Los Angeles County by 25% from baseline.
- Increase calls to the California Smokers Helpline from uninsured smokers in Los Angeles County by 20% from baseline.
- Develop and implement a media awareness campaign that informs smokers about the availability of nicotine replacement therapy (as a covered Medi-Cal benefit) and the free California Smokers Help Line.
- Increase utilization of NRT by Medi-Cal recipients from 10 % to 20% (base of 200,000); and utilization by uninsured from 5% to 8% (base of 250,000).

By 2010:

- Reduce the number of Medi-Cal smokers by 20,000 (10%)
- Reduce the number of uninsured smokers by 10,000 (4%)



## Deliverables

- Develop and distribute Smoking Cessation Toolkits to L.A. Care Health Plan primary care providers. The toolkits will contain clinical guidelines and instructions for referring patients to the California Smokers Helpline.
- Conduct a minimum of two in-person CME trainings and online CME training for at least 800 clinicians and their staff.
- Conduct a minimum of 11 presentations at L.A. Care Health Plan's Regional Community Advisory Committee healthcare forums, including promotores members. The presentations will educate community members about the effectiveness and availability of smoking cessation resources, including NRT and the California Smokers Helpline.
- Distribute a minimum of 50,000 courses of nicotine replacement therapy, accompanied by brief counseling and smoking help line referral, to uninsured clients through pharmacy partners.
- Place media messages on 150 buses, 100 bus shelters and radio spots for approximately 26 weeks to connect low-income L.A. County smokers to cessation resources

## Recognition

LAC DPH will work closely with L.A. Care's Communication Department to highlight and promote L.A. Care's partnership in the project. Activities will include development and distribution of a press release announcing the partnership and L.A. Care's role in efforts to increase utilization of effective smoking cessation services for low-income uninsured and Medi-Cal populations and co-branding of the provider and patient education materials and media messaging.

This award letter will be followed by two copies of a formal grant agreement. Once we receive the signed agreements from your organization, we will return the fully executed agreement, which will have all L.A. Care Health Plan required signatures and the first payment of the award.

Should you have any questions, please do not hesitate to contact Roland Palencia, Director, Community Benefit Programs at 213-694-1250 ext. 4243.

Sincerely,



Elaine Batchlor, M.D.  
Chief Medical Officer

cc:

- Linda Aragon, Director, Tobacco Control and Prevention Programs  
LAC DPH, 313 No. Figueroa St., Room 806, Los Angeles, CA 90012
- Roland Palencia, Director, Community Benefit Programs, L.A. Care Health Plan